

In the claims

1. (Canceled)
2. (Previously Presented) The method according to claim 27, wherein the first item of contact information is received through a website.
3. (Currently Amended) The method according to claim 27, wherein the first item of contact information, the contact quality and the contact classification is received from different sales representatives ~~a first sales representative and the second item of contact information is received from a second sales representative.~~
4. (Currently Amended) The method according to claim 3, wherein the first ~~and second items~~ item of information, the contact quality and the contact classification are ~~sent~~ provided to a ~~third~~ sales representative that did not provide any of the first item of information, the contact quality and contact classification information.
5. (Previously Presented) The method according to claim 27, wherein the entity is a business.
6. (Previously Presented) The method according to claim 27, wherein the first item of contact information is associated with a sales representative.
7. (Canceled)
8. (Canceled)
9. (Currently Amended) The method according to claim 27, wherein ~~reports are generated, including~~ the GUI and printout include a follow up list.
10. (Original) The method according to claim 9, wherein the follow up list is sorted chronologically.

11. (Previously Presented) The method according to claim 27, wherein sales representatives are automatically notified of appointed contacts.

12-22. (Canceled)

23. (Previously Presented) The method of claim 29, wherein sales representatives are automatically notified of appointed contacts.

24. (Cancelled)

25. (Cancelled)

26. (Canceled)

27. (Currently Amended) A method for retaining and using contact information, comprising:

receiving a first item of contact information from one of a plurality of sales representatives via a graphical user interface ("GUI") displayed on a computer executing a software application;

storing the first item of contact information in at least one searchable database in communication with the computer and associating the first item of contact information with a particular entity;

receiving, via the GUI, and storing information in the at least one searchable database regarding the quality of one or more contacts with the particular entity, the quality of one or more contacts being indicated by one of a set of specific guidelines required by the software application indicating the value of the contact to the sales representatives, the set of guidelines including at least an indication of whether the contact with the particular entity is for post-sale maintenance and an indication ~~for that~~ a contact furthered future sales opportunities that could lead to additional business;

receiving and storing information in the at least one searchable database, via the GUI, regarding the classification of the same one or more contacts wherein information regarding quality was also received about the particular entity, the class of one or more contacts being indicated from a set of specific customer classes required by the software application including at least ~~[[:]]~~ a reactive contact, a contact requiring a proactive sales effort and a target contact where customers classified as reactive are those that initiated the contact with the sales representative, where customers classified as proactive are those where a sales representative initiated the contact with the customer and targets which are customers with no known relationship with the company but may be interested in services of the company;

receiving, electronically from a billing system, billing information associated with the particular entity in the at least one searchable database for review by the plurality of sales representatives;

~~receiving a second item of contact information from one of a plurality of sales representatives; and~~

~~the second item of contact information received after the first item of contact information; and~~

~~the first and second items of contact information made available to the plurality of sales representatives~~

when a sales representative wishes to call on customers of a certain quality or classification, providing a report desired customers based on the associated quality, classification and billing information in the at least one searchable database via the GUI and a printout in a format indicating which particular entities should be contacted and in what order to maximize sales revenues based on the first contact, additional contact, quality and classification information associated with the particular entity.

28. (Cancelled)

29. (Currently Amended) A method of tracking the performance of a sales representative, comprising:

receiving customer contact information related to a customer contact from the sales representative via a graphical user interface (“GUI”) displayed on a computer executing a software application and coupled to a plurality of databases, including information related to the quality of the customer contact, the quality of the contact being indicated by one of a set of specific guidelines required by the software application indicating the value of the contact to the sales representatives including[[:]] an indication of whether the contact with the particular entity is for post-sale maintenance and an indication of whether the contact with the particular entity is for furthering future sales opportunities that lead to additional business;

receiving customer contact information related to a customer contact from the sales representative related to the classification of the contact where information concerning the quality of the contact has also been received about the particular entity, the class of the contact being indicated by a set of specific guidelines required by the software application including an indication of whether the contact with the particular entity is a reactive contact, a contact requiring a proactive sales effort or a target contact where customers classified as reactive are those that initiated the contact with the sales representative, where customers classified as proactive are those where a sales representative initiated the contact with the customer and targets which are customers with no known relationship with the company but may be interested in services of the company;

storing the customer contact information in the plurality of [[a]] databases, wherein at least one database is a proactive contact database containing proactive contact information, at least one database is a reactive contact database containing reactive contact information and at least one database is a target contact database containing target contact information, wherein further the proactive information, reactive information and target information is associated with the particular entity by the software application;

associating ~~the employee~~ sales representative with the customer contact information received in each of the plurality of databases by the software application; and

producing a report via the GUI and a printout including at least some of the customer contact information associated with the sales representative, wherein the

performance of the sales representative is determined by the contact quality and classification information associated with the sales representative; ~~and~~

~~reviewing the information of the quality of the customer contacts associated with the sales representative to determine performance of the sales representative.~~

30. (Currently Amended) A system for retaining customer contact information, comprising:

a menu-driven interface portion displayed on a computer executing a software application and communicating with a plurality of sales representatives and adapted to send and receive information from the plurality of sales representatives; and

at least one database in communication with the menu-driven interface portion, the at least one database comprising memory and information in the memory, including contact information related to a customer and billing information associated with the customer for review by the sales representatives,

the ~~system~~ software application permitting one of the plurality of sales representatives to store information related to the customer and another of the plurality of sales representatives to retrieve information ~~related to the customer~~ in a report designed to direct sales force activity based on the contact and billing information,

the information stored in the at least one database being associated with a particular data module representing the quality and a second data module representing classification of customers, wherein the customers are classified by how the contact with the customer has occurred, the classifications including at least reactive, proactive and target, where customers classified as reactive are those that initiated the contact with the sales representative, ~~and~~ where customers classified as proactive are those where a sales representative initiated the contact with the customer and targets which are customers with no known relationship with the company but may be interested in services of the company, wherein further the quality of the customer is indicated by one of a set of specific guidelines indicating the value of the contact to the sales representatives including at least: an indication of whether the contact with the particular entity is for post-sale maintenance and an indication of whether the contact with the particular entity is for furthering future sales opportunities that lead to additional business.

31. (Currently Amended) The method of claim 27, further comprising storing information into the at least one database to reflect that a particular entity desires not to be contacted in the future.

32. (Currently Amended) The system of claim 30, wherein information is stored in the at least one database noting whether a particular entity has requested not to be contacted in the future.